

AMBER ALERT WEB PORTAL PILOT PROJECT

A powerful exchange of information between law enforcement, the media and the public.

PROJECT CHARTER



Version – 4.2.03

Washington State AMBER Alert Project Team Members



WASHINGTON ASSOCIATION of SHERIFFS and POLICE CHIEFS



Washington State
Department of Transportation

In Partnership With



&



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DIGITAL GOVERNMENT
APPLICATIONS **A**cademy

SYNOPSIS

The AMBER Alert Situation

The Washington State Patrol, the Washington State Association of Broadcasters, the Washington Military Department Emergency Management Division, the Washington State Department of Transportation and local law enforcement agencies created an AMBER Alert program nearly a year ago. Washington's system is operational and effective, but there are important ways that it can be improved to increase the probability of recovering an abducted child. We have identified several needs to be addressed now that the basic AMBER Alert System is in place.

- Once the AMBER Alert message is broadcast over the Emergency Alert System (EAS), there is no single, universal source for broadcasters or the public to obtain additional information.
- Local law enforcement agencies are not empowered to add information, update and or cancel alerts in real-time from their community and get this real-time information to the media and public.
- Handling AMBER Alert inquiries requires intensive efforts for AMBER Alert agencies and it creates huge workload spikes for Public Information Officers.
- There is little or no funding for the establishment of a Web site or other resource to satisfy these needs.

Opportunity

Washington State has researched and extended a partnership offer to Engaging & Empowering Citizenship (E2C) to initiate a pilot project that applies state-of-the-art, real-time Web portal capabilities to existing AMBER Alert programs using an innovative low-cost business model. This pilot project is a cooperative effort between the Washington State Department of Information Services (DIS), existing partners in Washington's AMBER Alert Plan, and other states, organizations and corporate sponsors. The partners plan to roll out an AMBER Alert Web Portal Pilot within 90 days and conduct tests.

The AMBER Alert Web Portal Pilot Project and Innovative Business Model

Following an AMBER Alert activation, law enforcement agencies will be able post up-to-date information about an abducted child to a single AMBER Alert Web Portal. Media, law enforcement and the public can access this one Web portal to obtain current AMBER Alert information for their local area or extended area(s) and find descriptive information to help recover the abducted child.

Consumers will be able to subscribe to alerts and status updates via e-mail, fax, phone or other Web portal notification methods such as paging and PDA alerts. Many private businesses, organizations, individuals and neighborhood groups have expressed interest in receiving AMBER Alert information. Content contributors and consumers use the Web portal at no cost because public and or corporate sponsors cover recurring operational costs. Corporate sponsorships currently cover the operational costs of E2C's Earth 911 Web site.

Strategic Partnership

Through forming a strategic partnership, Washington State wants to conduct an AMBER Alert Web Portal Pilot Project to assess how well the Earth 911 business model and technology platform would support a statewide, and if successful, a nationwide AMBER Alert system. Based on results, the vision is that the model could be used for other government uses as well (e.g., flood warnings, earthquakes, tsunami, chemical warfare alerts, health alerts, missing children and adults, most wanted, sexual offender locators, etc.), i.e., an America's 911.

Earth 911 has partnered with government for over 12 years and, as such, Earth 911 has earned substantial credibility and rapport with state, local and federal governments. E2C / Earth 911 has recently been appointed by the federal government to apply their business and technology models to a national "Recreation 411" operation and to implement the vision of an "Americas 911" concept. Through E2C / Earth 911, the state of Washington and the other states that participate in the prototype have far greater potential to develop a foundation for a national AMBER Alert system. Federal Department of Justice, OMB and the National Center for Missing and Exploited Children will be solicited for input from the onset of this project.

Business Reasons To Invest

- What is so unique and compelling about this project is that it would allow states and local law enforcement agencies (by the thousands) to contribute up-to-date AMBER information to a single Web portal providing a common look and feel.
- Constituents and interested parties can access one Web portal to obtain current information in visual, text or audio form for their local area or extended area(s) to help recover an abducted child.
- Content contributors and consumers use the Web portal at no cost because public and / or corporate sponsors cover recurring operational costs.
- Any law enforcement agency will have a powerful capability to provide AMBER Alert information and updates to a local area or escalate to statewide or national levels. Jurisdictions currently without an AMBER Alert plan can readily utilize all the capabilities of the AMBER Alert portal.
- Law enforcement agencies will be able to convey critical AMBER Alert information to the public in a consistent manner. They could also share this information with other jurisdictions and states automatically in a consistent recognizable format.
- The Web portal would provide critical information to those who are part of the Emergency Alert System (EAS), and most important, to the public and private organizations that are not.
- Broadcasters will have access to information that needs to be quickly re-broadcast in accordance with the state and local AMBER Alert Plans.
- It enables each broadcaster to publish the AMBER Alert Web Portal content through their own Web site to attract visitors and maintain their own identity or brand.
- It enables each state, city or private organization to publish the AMBER Alert Web Portal content through their own Web site to attract visitors and maintain their own identity or brand.
- It will coordinate with local AMBER Alert Web sites through electronic data exchange.

- It utilizes a Geographic Information System to select the radius of alerts and notifies law enforcement, media and public subscribers within the selected area(s). It provides map-based information searches, and conveys location-based information to the public.

More states, organizations and corporate sponsors are joining this strategic partnership to build a strong AMBER Alert Web Portal. The multi-state partnership with national level public and/or corporate sponsorship enhances the likelihood that the AMBER Alert Web Portal can become a national model. The AMBER Alert Web Portal will promote a powerful exchange of information between law enforcement, the media and the public.

Charter Approval

Executive Sponsor	Signature	Date
Washington State Patrol <i>Principal Executive Sponsor –</i> Chief Ronal W. Serpas		4/28/03
Washington State Department of Information Services -- Director and State CIO, Stuart McKee		4/28/03
Earth 911 / E2C -- CEO, Chris Warner		4/30/03
Washington Military Department --The Adjutant General Major General Timothy J. Lowenberg		23 April 2003
Department of Transportation --Director of Maintenance and Operations Programs Brian Ziegler		4/28/03
Washington Association of Sheriffs and Police Chiefs --Executive Director Larry Erickson		5/5/03
Washington State Association of Broadcasters --President & CEO Mark Allen		4/28/03

WASHINGTON STATE

AMBER Alert Web Portal Pilot Project

Document Revision History

Version Number	Date	Description
2.28.03	2/28/03	<ul style="list-style-type: none"> First draft created for purposes of providing a straw-man.
3.4.03	3/4/03	<ul style="list-style-type: none"> Updated to include new roles and responsibilities formatting. Added funding area. Add points from conversations with Trooper Adkinsen. Clarified Executive Sponsors.
3.6.03	3/6/03	<ul style="list-style-type: none"> Incorporated revisions from review with Dave Kirk, Academy
3.7.03b(wE2C)	3/7/03	<ul style="list-style-type: none"> New upfront section "Synopsis" added Slight grammar corrections made Added potential roles and responsibilities for other key contributors and participants. Added an endorsement page for their sign offs. Attached a new "Governance" diagram Incorporated feedback from E2C / Earth 911 Incorporated feedback from Washington State Patrol
3.12.03a	3/12/03	<ul style="list-style-type: none"> Version distributed to stakeholders for a walk-through and for taking input
3.13.03	3/12/03	<ul style="list-style-type: none"> Updated to incorporate changes received from 3/12/03 Project Charter walk-through and work-session.
3.18.03	3/20/03	<ul style="list-style-type: none"> Revised Synopsis and added headings and a new section, "Partners' Business Reasons to Invest". Reorganized "In Scope" section to categorize points under two areas: "For the Pilot Project" and "For the AMBER Alert Web Portal".
3.25.03	3/26/03	<ul style="list-style-type: none"> Incorporated input received from E2C's review and WSAB. Revised Synopsis to align with outgoing letters and communications.
4.2.03	4/2/03	<ul style="list-style-type: none"> Extracted Project Roster – R & R Plan from Charter to create a separate deliverable. Minor grammar changes. Reformatted issues. Removed "Stakeholders and Vested Interest" section which was blank. Removed "Project Purpose", "Objectives", "Project Management and Organization" from Schedule A Statement of Work and Deliverables (was redundant).

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PROJECT OVERVIEW

PROJECT STATEMENT

Pilot test a Web portal enabled AMBER Alert process by replicating Earth 911's infrastructure, systems and business model where outside sponsors cover operational costs. Identify improvements needed for a production, Web portal enabled process and services. Depending on pilot results, develop next steps for state and nation-wide use, and explore opportunities for other alert uses.

PROJECT SCOPE

In Scope

For the Pilot Project

1. Develop a functional Web enabled AMBER Alert pilot process based on the future "To-Be" AMBER Alert Web portal model.
2. Streamline the AMBER Alert pilot process for affected agencies according to the new "To-Be" model.
3. Pilot test the new AMBER Alert process in the state of Washington, across state lines to border states, and in partner states.
4. The pilot scope is limited to AMBER Alerts.
5. E2C will replicate their Earth 911 infrastructure, systems and business model to develop a Web portal AMBER Alert pilot process.
6. The pilot Web portal will be designed to accommodate the requirements and workload demands of many future states and jurisdictions. This includes interfaces to their existing systems.
7. Participants include:
 - Washington State AMBER Alert Stakeholders
 - States and Provinces bordering Washington:
Oregon, Idaho, British Columbia
 - Other states will be joining this Strategic Partnership with Washington and E2C.
8. Project scope is limited to pilot development, test and evaluation.

For the AMBER Alert Web Portal

1. Provide one website / call to action for:
 - Law enforcement to post AMBER Alerts and information
 - The media to obtain information to broadcast in text, picture or audio form
 - The public to obtain up to date information and help in the crisis.
2. Allow the public, broadcasters, government entities, law enforcement, and any private organization to subscribe to receive real-time AMBER Alert information and updates.
3. Proactively push AMBER Alert notification and provide critical information to these interested parties in the radius of the alert. The AMBER Alert Web Portal will not activate the radio based Emergency Alert System (EAS).
4. Enable local jurisdictions to easily post their own local AMBER Alert plans, issue and administer local AMBER Alerts, and support much wider alerts escalated through the Washington State Patrol.

Out Of Scope

1. No replacement or changes to current “AMBER Alert” operations.
2. The E2C 800 hotline will not be included in the pilot project.

PROJECT GOALS AND OBJECTIVES

At the end of the AMBER Alert Pilot Project we will have:

1. Identified the most important requirements and features for a Web portal enabled AMBER Alert process by:
 - A. Gathering input and support from the AMBER Alert community in the state of Washington, other states, and the federal government.
 - B. Identifying the roles and resources required to deliver and operate a Web portal enabled AMBER Alert process.
 - C. Conducting AMBER Alert pilot tests in multiple states with a single Web portal enabled process.
 - D. Zeroing out cost of adding future AMBER Alert partners to a production process.
 - E. Minimizing complexity of adding future AMBER Alert partners.
2. Incorporated Department of Justice input into the Pilot project, obtained feedback on results, and depending on those results, promoted the pilot as the start of a national model.
3. Learned how a Web portal based AMBER Alert process could
 - A. Increase the likelihood of finding abducted children and
 - B. Reduce time, complexity and effort throughout the AMBER Alert lifecycle for law enforcement, the public and the media.
4. Learned how best to engage the media and the public when an AMBER Alert occurs.
5. Implemented the AMBER Alert pilot by:
 - A. Developing the pilot Test Strategy.
 - B. Developing Testing Plans with online procedures.
 - C. Defining roles, responsibilities and implementation steps.
 - D. Conducting pilot tests in the state of Washington with bordering states, partner states and provinces.
 - E. Identifying lessons learned and performance measures.
 - F. Solidifying long-term funding
6. Assessed the feasibility of using the E2C technology infrastructure and business models for government service(s) and specifically for AMBER Alert.
7. Completed other objectives as follows:
 - A. Confirmed a funding model that offers zero or low operational costs to AMBER Alert partners.
 - B. Provide data sharing electronically between partners (inter and intra state) versus paper-based transaction(s).
 - C. Identify legal, policy, financial, architectural, technical, and workflow issues and resolving these, if possible.
 - D. Build an AMBER Alert architecture conducive to replicating with other states.
 - E. Engage 3 to 5 other states and founding partners.

PROJECT ASSUMPTIONS

1. The Washington State Patrol (WSP) holds principal executive sponsorship of the AMBER Alert Web Portal Pilot Project.
2. There are sufficient numbers of AMBER partner agencies interested in and committed to participating in the AMBER Alert Web Portal Pilot using E2C / Earth 911's architecture.
3. Partner agencies are able to make necessary changes to implement and use the AMBER Alert Web Portal Pilot in their operations.
4. Federal partnership and / or corporate donors will sufficiently cover operational costs on an on-going basis.
5. E2C / Earth 911 will provide AMBER Alert Web portal architecture for AMBER partners through the Internet.
6. Partners will allocate sufficient resources and staffing to conduct the pilot project.
7. E2C / Earth 911 staff will be available during the entire pilot project timeframe.
8. E2C will provide all pilot source code in escrow
9. The pilot will support URL re-directs for easy search and navigation.
10. The pilot will provide for a redundant site in case of business termination or the need for fail-over.
11. E2C will provide all application code for a working pilot to Washington State at the conclusion of the pilot.
12. The project will follow a high-level rapid application project methodology (best practices) approach.
13. Pilot project work-sessions will be jointly developed and facilitated between the Academy and E2C.

PROJECT CONSTRAINTS

1. Limited initial resources to build out full functionality of system (Web-services, bilingual phone system, etc.).
2. Coordination with AMBER partners and stakeholders from other states or federal agencies that are geographically dispersed is essential and will require time and careful attention to obtain a wide view and buy in.

RELATED PROJECTS and ORGANIZATIONS

- ☐ Center for Missing and Exploited Children
- ☐ Incident.org
- ☐ Pennsylvania satellite based project
- ☐ Code Amber
- ☐ Local Amber systems in cities and states

BUSINESS OVERVIEW

BUSINESS PROBLEM OR OPPORTUNITY

Business Problem

Currently, the AMBER Alert system faces several challenges:

- There is no single well-known source to obtain additional information, update alerts, or provide education to the public.
- When the AMBER Alert message is broadcast over the Emergency Alert System (EAS), it is not clear where the media, public, law enforcement entities and other interested parties can find additional information and receive updates.
- There is no funding for a statewide AMBER Alert Web services enabled process.
- Agencies experience workload issues associated with responding to and providing AMBER Alert information.
- Lack of access for real-time updates and local control slows down alert information reaching public and media.

Opportunity

1. *Help create a single face for AMBER Alert for the public.*
2. *Save time for AMBER Alert partners, increase compliance with AMBER criteria requirements and reduce administrative burden for partners.*
3. *Engage and empower first responders with ability to access and control.*
4. *Simplify the AMBER Alert process and provide a central point of collection for information.*
5. *Reduce the burden on small jurisdictions wanting to implement their own local AMBER Alert plans and operations.*
6. *Extend AMBER Alert to local municipalities and to other states, improve the quality of services to those who require or want AMBER information.*
7. *Create Public-Private partnership for long-term sustainability.*
8. *Make it easier for broadcasters and the media to get the real-time information they need in a format they easily can use.*
9. *Create baseline for statewide media campaign in partnership with media to educate the public on the system, how it works and how to opt-in.*
10. *Make baseline system interoperable so other states can easily replicate the system or push information onto the system to allow for true national network.*

BUSINESS REASONS TO INVEST IN THIS PROJECT**For the Washington State Department of Information Services (DIS)**

- Determine whether the Earth 911 business model and infrastructure make a good vehicle for other government services.
- Identify opportunities for future DIS service offerings related to this model.
- Contribute to the solution for a visible statewide and nation wide problem.
- There are many valuable uses for this communication method and business model. AMBER Alert is the tip of the ice berg.

Reasons DIS will invest in a pilot with Earth 911

- Operational costs are low or zero
- Strong prospect for a national model. National presence, and credibility for business model and infrastructure. Supports re-use across cities, states, and the nation.
- Features already developed, tested and operating
- Disaster recovery provided
- Messaging
- Zip code mapping
- Text-to-voice capability
- Search capabilities (alerts on last year, info on selected criteria / areas)
- Radius control – search, alert escalation
- Supports branding and each contributor (local AMBER Plans, local AMBER Alerts; county, city, state(s), media, broadcasters)
- Drives public to media's Web site
- Proven ability to create high quality, low cost ad campaigns – PSA's (on-air / text-only PSAs are in scope for the pilot)
- Proven ability to partner with media organizations
- Built for "proactive push" technologies (Web-services, alert mechanisms)
- E2C/Earth911 are donating approximately half-a-million of proprietary technology applications to the effort
- Software licensing costs avoided (pilot project will utilize E2C / Earth 911 licenses)
- Hardware costs covered by E2C / Earth 911 (unless Washington State wishes to build a redundant backup system)

For E2C / Earth 911

- Potential for quick, real-time rollout of national network.
- Extend E2C/Earth 911 vision of engaging and empowering public to improve quality of life.

For the Washington State Patrol (WSP)

- As an intermediary, WSP must be responsive to pass AMBER Alert information to EMD, broadcasters and the public. An AMBER Alert Web Portal would be a big supplement to fulfill this role and would help WSP provide more value to its stakeholders.
- This pilot is a cost effective approach.
- WSP is committed to lead Washington State's AMBER Alert Plan. This pilot fits WSP's strategic plan.
- The pilot provides critical information to those who are part of the Emergency Alert System (EAS), and most important, to the public and private organizations that are not.

For the Washington Association of Sheriffs and Police Chiefs (WASPC)

- The vision of this pilot is aggressive and compelling. There are other public safety uses for this such as health and terrorist alerts, and many more.
- Stakeholders expect timely and accurate information. This portal is an answer to that mandate.
- Expands the outreach of local law enforcement to recover an abducted child.
- This is an opportunity to enhance the current system and reach more people. It gives local jurisdictions more control over information dissemination and frequency of updates.
- Builds credibility and enhances public trust in stakeholder agencies.
- The public/private partnership is an efficient use of resources.

For the Washington State Association of Broadcasters (WSAB)

- Provides a one stop place to go for broadcasters and the media to get timely and accurate AMBER Alert information that stations need to re-broadcast. (Visuals for TV stations and text for radio stations.)
- An important tie-in -- drives the public to the broadcaster's Web site for added information, visibility and user traffic.

For the Washington State Department of Transportation (WSDOT)

- One site to send public to from WSDOT Web pages (banner on WSDOT Web sites pointing people to one site for more information).
- This promotes the exchange of information between law enforcement, the media and the public in a profound way.

For the Washington Military Department Emergency Management Division (EMD)

- One-stop shop for information after an alert is issued. Right now everyone has separate websites. Getting people directed to them is not easy.

SUMMARY OF PROPOSED SOLUTION

Modify and overlay E2C / Earth 911 business and technology models for use for AMBER Alerts.

- ❖ E2C / Earth 911 replicates their infrastructure (software, hardware, processes, logic, workflows, fail-over, disaster recovery, etc.)
- ❖ Vendor donated equipment and software to E2C / Earth 911.
- ❖ Add new AMBER Alert business logic from the “To-Be” model and from AMBER Alert partners’ input.
- ❖ Create public/private partnership for long-term sustainability.

PILOT PROJECT STRATEGY / APPROACH

APPROACH

1. Washington State stakeholders review the Earth 911 business concept. A go / no-go decision is made.
2. Define the AMBER Alert Pilot Project and establish executive sponsorship.
 - ☐ Clarify the current “As-Is” architecture (business and technology) and the targeted “To-Be”
 - ☐ Develop and sign the Project Charter (all stakeholders)
 - ☐ *Solicit partner states, Federal and private sector involvement*
 - ☐ Execute an agreement to initiate a Strategic Partnership with E2C / Earth 911
3. Define Requirements for Pilot
 - ☐ *Solicit partner states and Federal comments*
4. Replicate E2C / Earth 911 infrastructure for AMBER Alert Pilot.
 - ☐ Modify business logic and other needed functionality as driven by requirements
 - ☐ Identify and prioritize “future-features” for potential staged releases
5. Develop AMBER Alert Test Strategy, Testing Plans. Include cross-jurisdictional processes, interfaces, Web site, messaging and communication protocols.
 - ☐ Solidify pilot participants and roles within testing
 - ☐ Identify and resolve policy and process changes
 - ☐ *Solicit partner state and Federal comments / involvement*
6. Conduct AMBER Alert pilot test according to Test Strategy and Test Plans with all participants
 - ☐ AMBER Alert partners (as per roles and responsibilities in charter and defined in the document “*AMBER Alert Project Roster – R & R Plan*”)
 - ☐ *Solicit partner state, Federal and private sector involvement*
 - ☐ Develop press releases announcing progress and outcomes

7. Identify legal, policy, financial, architectural, technical or other issues and resolved these if possible. Define policy, process and technical changes or enhancements required for production of AMBER Alert Web Portal from pilot results
 - ☐ *Solicit partner state, Federal and private sector involvement*
 - ☐ Evolve and modify as required
 - ☐ Identify and prioritize “future-features” for staged releases
 - ☐ Help create public/private partnership
8. Evaluate financial business case and proposal of E2C / Earth 911 supported Web portal for AMBER Alert and likelihood of national adoption.
 - ☐ *Solicit partner state, Federal and private sector involvement*
9. Obtain feedback from federal government and other states on pilot adoption as a national model.
10. Make a decision on pursuing a national model with Washington State AMBER Alert stakeholders.

SCHEDULE

- ❖ Project planning began in February, 2003. Washington’s pilot test will be conducted on or before mid-June, 2003.
- ❖ Once the Washington pilot is conducted and enhancements are identified, the Web Portal will be updated to support the next partner’s pilot test. Pilot tests will be conducted one after another. Enhancements will be identified and, where possible, be incorporated before the next test.
- ❖ Following pilot tests, the partners’ will identify the improvements needed for a production AMBER Alert Web Portal.
- ❖ A schedule is prepared within the project to coordinate partner efforts and support development of deliverables.

ISSUES

1. How will sponsorships be handled so that there will be no inappropriate sponsorships for and on AMBER Alert related Web pages?
 - ⇒ AMBER Alert partners and E2C / Earth 911 will develop *Sponsorship Standards and Criteria* for use when approached by interested corporate sponsors. Such standards and criteria can manage expectations by establishing guidelines that prevents conflicts of interest or compromising situations.
 - ⇒ Washington State will have veto power over potential sponsors for the pilot.
2. AMBER Alert visibility must go primarily to states and local government entities who issue AMBER Alerts and recover children, not to E2C. Any participant, state or local government, broadcasters, media, etc., must be able to display AMBER Alert Web Portal content from their own website as if the content resided on their site.
3. Jurisdictions that currently operate their own websites must be able to inter-operate with this AMBER Alert Web Portal. Their systems must be able to push information to the portal. The portal must be able to push information to their website, or display portal content as if it were their own.
4. How should we measure value during the pilot? It should be quantified objectively with surveys or statistics if possible and be assessed using evaluation criteria.
5. How should AMBER partners obtain Federal grant funding that may be available from the Department of Transportation or Department of Justice?
 - ⇒ Mutual efforts will be made to access additional funding to expand this program.
6. Sufficient controls are required over AMBER Alert issuance and escalation. These may vary state to state. The portal is a supplement to the Emergency Alert System (EAS) and will push information in many forms to private and public subscribers.
7. If a station has a sponsor of its AMBER information (e.g., McDonalds), what will happen if the AMBER Alert Web Portal shows a secured sponsorship from a competitor (e.g., Burger King)? Will the Web Portal sponsor's logo automatically appear on the station's Web site? (This could cause some obvious problems.)
 - ⇒ All efforts will be made to try to avoid any conflicts with regards to corporate sponsorship.

8. Many local law enforcement agencies have no Internet access. Provision must be made for a substitute to enter and update information in the AMBER Alert Web Portal.
9. The radius of an alert's Web services notification should match and be segmented down by zip code to the MIPS code (broken down by county, parts of county) to ensure parallel coverage between any EMD signal notifications and that of other Web-based messaging (e.g., e-mail, paging, automatic banner alerts, etc.).
 - ⇒ It will be necessary to match and map any developed logic in the E2C / Earth 911's infrastructure with that of the MIPS structure. EMD will need to provide a breakdown of MIPS structuring.
10. Who supplies I.T., technical and Help Desk support for the Web Portal during the AMBER pilot?
 - ⇒ As this is E2C / Earth 911's infrastructure and developed pilot, they provide the appropriate support during the AMBER Alert Pilot. (*See Roles and Responsibilities.*)
11. Do corporate sponsors have access to AMBER Alert subscriber information?
 - ⇒ This issue can be resolved by addressing it in a developed *Sponsorship Standards and Criteria* (refer to risk #1). Corporate sponsors are never to receive subscriber information from the portal.
12. Security: Web services content and alerts must be authentic and reliable. Access to update the Website must be restricted to authorized entities and individuals.
13. Security administration must account for infrequent access and forgotten passwords during a time critical AMBER Alert.
14. The Web portal and Website must be protected from corruption and provide for a timely refresh in case of corruption.
15. The cost and complexity of security administration must be minimized.
16. AMBER Alert Web Portal must be easy to find on the Internet. On the Website, alert information for a given locality must be intuitively easy to find with one or two clicks. URL redirects and other means must enable individual branding and ease of finding the site. Once a zip code is entered, local alert information will be on front page.

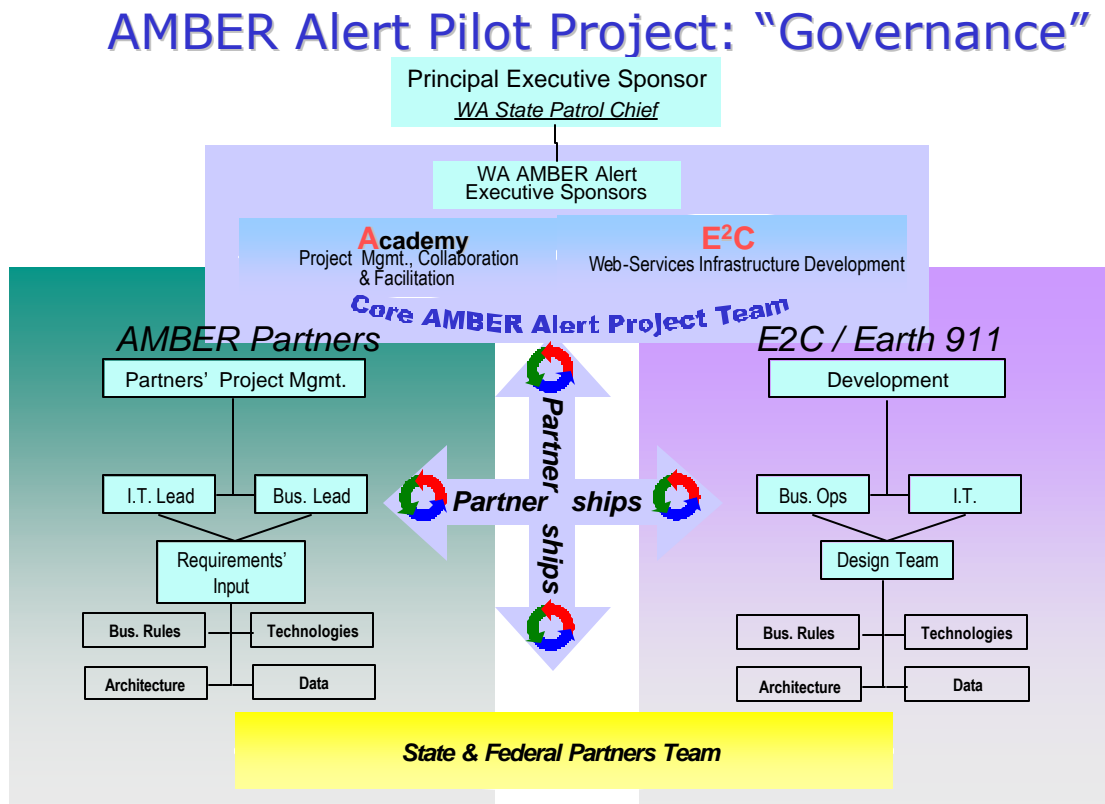
RISKS

1. A notable risk is the long term viability of E2C / Earth 911 or risk of termination and the ability to sustain operations and support of any AMBER Alert Web Portal system to be used by Washington State.
 - ⇒ The pilot project should determine the best approach to support a redundant processing capability in Washington State and other jurisdictions as needed. This capability would be invoked for fail over conditions or E2C business termination.
 - ⇒ E2C is developing this in partnership with DIS and will supply all source code and a copy of the system. This will be provided as confidential information and only to be used for ongoing operations and running of Washington State's AMBER Alert network..
2. Washington State AMBER partners do not want to lose state control.
 - ⇒ Investigate modeling AMBER Alert Pilot Project governance after other Washington State governance models and existing E2C multi-jurisdictional services.

ORGANIZATION

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GOVERNANCE (Conceptual)

Strawdog: 3/7/03

HIGH-LEVEL ROLES & RESPONSIBILITIES

Team Name	Membership	Project Responsibilities
Executive Sponsor	Washington State Patrol: Chief, Ronal Serpas	<ol style="list-style-type: none">1. Provides executive endorsement, sanctioning and support2. Provides resources within WSP and fosters commitment from other partners3. Sets priorities for this project among competing initiatives4. Washington's final decision maker on the project
Washington State Patrol	Captain Glenn Cramer Trooper Kurt Adkinsen	<ol style="list-style-type: none">1. Provide overall business leadership among the partners2. Project ownership3. Actively participate and collaborate with the partners to develop innovative processes and new requirements4. Business area expertise5. With the Academy:<ul style="list-style-type: none">• Drive issue resolution• Project communication and management of expectations6. Coordinate among partners to attain an effective AMBER Alert Web portal operation7. Lead the assessment of Pilot results and development of next steps

Team Name	Membership	Project Responsibilities
Digital Government Applications Academy <i>(Based from Washington State Department of Information Services, DIS)</i>	Dave Kirk, Manager John Specht, Senior Project Manager	<ol style="list-style-type: none"> 1. Project management and leadership 2. Conceptualize the approach to bring the community of partners together 3. Create the collaborative environment between AMBER partners to develop innovative new processes and requirements 4. Plan and organize Washington's project activities and drive to completion 5. Design and facilitate focused work-sessions to produce results quickly 6. Focal Point for working with partners in other states and federal government 7. Engage E2C as the Strategic Partner on this project 8. Engage other technology industry experts as needed 9. Project communication and management of expectations 10. Help anticipate and prepare for cultural, business, and technological impacts for Transition Planning. 11. In coordination with AMBER partners and E2C / Earth 911, review any available "Lesson's Learned" (formal or otherwise) 12. Provide a majority of Washington State's funding for this project 13. In coordination with WSP, manage project communications with the media and other entities 14. Lead, in partnership with E2C, recruitment of state, federal and, where prudent, private sector partners

Team Name	Membership	Project Responsibilities
E2C / Earth 911	Chris Warner, CEO Susan McClafferty, CIO Other staff as or to be determined	<ol style="list-style-type: none"> 1. Co-lead promotion of pilot on state and national fronts and with the media 2. In partnership with DIS, recruitment for partner states, federal government and private sector participation 3. Where prudent, recruit, in partnership with DIS, corporate sponsors / donors for pilot project 4. Design, develop, test and deploy technology infrastructure and Web portal functionality 5. Technical project management 6. Obtain and integrate technology resources 7. Actively collaborate with the partners to develop innovative processes and new requirements 8. Actively participate and collaborate with the AMBER partners 9. Issue resolution 10. Web portal/ portal area expertise 11. Project ownership 12. Insure that technical designs support state-wide and multi-state business logic and workloads 13. Co-project management and leadership 14. Project communication and management of expectations 15. Develop / revise AMBER pilot system / architecture 16. Assess feasibility of how services will be developed and delivered 17. Define and deliver architectural components and requirements for AMBER pilot 18. Provide system training, technical and Web support

Team Name	Membership	Project Responsibilities
Core AMBER Alert Project Team	<ol style="list-style-type: none"> 1. DIS Academy Manager 2. DIS Academy Senior Project Manager 3. E2C / Earth 911 Project Manager & application staff 4. AMBER Alert Project Managers: <ul style="list-style-type: none"> <input type="checkbox"/> Washington State Patrol (WSP), <input type="checkbox"/> Emergency Management Division (EMD), <input type="checkbox"/> Department of Transportation (DOT), <input type="checkbox"/> Washington State Association of Broadcasters (WSAB), <input type="checkbox"/> Washington Association of Sheriffs and Police Chiefs (WASPC), <input type="checkbox"/> Other local law enforcement (Thurston County Sheriffs) and AMBER support services such as, King County's AMBER Alert. 5. Department of Information Services (DIS) 6. Public Affairs (as needed) 	<ol style="list-style-type: none"> 1. Attend and actively participate in regular project work-sessions and collaborate with partners to develop innovative processes and new requirements <ul style="list-style-type: none"> • finalize the "To-Be" model, • make decisions on processes and policy, • develop test strategy and test plans 2. Involve ones' agency I.T. and Business Operations staff to identify and address agency requirements in the pilot 3. Ensure project goals and objectives are met 4. Resolve issues escalated by partners' organizations 5. Provide timely feedback on project status and issues related to ones' organization 6. Recommend, formulate and approve project communications 7. Elevate major policy issues 8. Participate as per <i>AMBER Alert Project Roster -- R & R Plan</i>: <ul style="list-style-type: none"> ▪ <u>Core AMBER Alert Project Team</u> ▪ <u>Business / Program Management</u> ▪ <u>I.T. Management</u> ▪ <u>I.T. Development</u>

Team Name	Membership	Project Responsibilities
State & Federal Partners Team	<ol style="list-style-type: none"> <u>2.1.DIS</u> 2. E2C / Earth 911 Project Manager 3. Other states (currently in process of being contacted) 4. Other law enforcement entities: Federal Bureau of Investigation (WA State Bureau)? 	<ol style="list-style-type: none"> 1. Contribute to pilot project requirements, features, and test strategy 2. As Washington State conducts a pilot, provide input on the pilot version for improvements, additional functionality and features required on your organizations' behalf, and for the benefit of helping develop a model that can scale for states and on a nationwide basis. 3. Pilot test the Web portal AMBER Alert process(es) in your state and with bordering states 4. Following the pilot test, help prioritize enhancements for subsequent releases. 5. Promote the pilot at state and national levels 6. Contribute funding 7. Participate are per <i>AMBER Alert Project Roster -- R & R Plan</i>: <ul style="list-style-type: none"> ▪ <u>State & Federal Partners Team</u>
States which are not "partners" that participate in Washington's or another partner states' pilot test, may provide input on test results and offer suggestions for improvement. There is no cost to participate in this role.		

DELIVERABLES

Schedule A Statement of Work and Deliverables

Deliverables are listed on the following pages:

Deliverable 1 – Pilot Requirements and Requirements Architecture Delivery***Deliverable 1 Tasks:***

Deliverable Task		Completion Date
1.1	Identify overarching AMBER requirements (“As-Is”) from AMBER Alert stakeholders	
1.2	Deliver a Web Site Architecture and identify and overlay components of E2C / Earth 911 architecture with AMBER “To-Be” (hardware, software, interfaces, etc.)	
1.3	<p>Delivery of and connectivity to architectural components and initial “features / functionality” targeted to be provided for with the AMBER Alert Pilot (Functional systems design)</p> <ol style="list-style-type: none"> 1. System hardware and database software acquired installed and operational at E2C 2. Database and application software from Earth 911 replicated to the operational platform 3. GIS mapping capability to provide maps and routes of abductions 4. Web page templates 5. User Interface – signup 6. Localization by zip code, county, city, state 7. Connectivity to database with zip code distance algorithm 8. Variety of stored procedures for standard functions 9. Web pages initially developed: <ol style="list-style-type: none"> 1. Home page Integrate AMBER Alert ticker 2. Current AMBER Alert page 3. Signup for Alerts page 4. For Parents sub-page 5. Report a Sighting sub-page 6. Search Abduction database sub-page (non-functioning) 7. Protect Your Children sub-page 8. Success Stories sub-page 9. What Can I Do? Sub-page 10. Media Center sub-page 11. Laws and Policies sub-page 12. About AMBER 13. Link to Us 14. Contact Us 	

Deliverable 1

Acceptance Criteria: Architectural components and features documented and delivered to DIS. High-level Web Site Architecture and page mockup developed. Conceptual “To-Be” model / inventory and mutually agreed to. Written acceptance of above by DIS has been received by Vendor.

Deliverable 2 – Pilot Development Services***Deliverable 2 Tasks:***

Deliverable Task		Completion Date
2.1	Project Charter developed and signed	
2.2	Connectivity to and delivery of agreed upon “To-Be” features and functions and Web Site Architecture -- all fully functional.	
2.3	Correct AMBER Alert Pilot Project system “show-stoppers”	

Deliverable 2

Acceptance Criteria: Signed Project Charter by Vendor. Vendor’s certification in writing that all Pilot Project features and functions have been installed and Ready for Use. DIS will provide written approval based upon Ready for Use assurance provided by Vendor.

Deliverable 3 – Pilot Testing Strategy & Test Plans***Deliverable 3 Tasks:***

Deliverable Task		Completion Date
3.1	Training walk-through of AMBER Alert Web portal – Knowledge transfer initiated	
3.2	Test Strategy documented and agreed to	
3.3	Testing Plans documented and agreed to	
3.	All documents and plans are produced based on mutual agreement of content between DIS and Vendor.	
3.5	Participate in AMBER Alert Pilot test	
3.6	Conduct joint “Lessons’ Learned”	

Deliverable 3

Acceptance Criteria: Acceptance criteria will be based on mutually agreed upon content to Test Strategy and Testing Plans and participation in Pilot test. Training conducted and accepted based upon AMBER Alert stakeholders.

- ❖ **BILLINGS:** Upon completion of work and acceptance of each deliverable by the Contract Administrator, the Vendor may invoice DIS for the associated amount as specified in the Strategic Partnership Agreement.

FUNDING

The AMBER Alert Web portal Pilot Project is facilitated through a Strategic Partnership agreement between the Department of Information Services (DIS) and E2C / Earth 911 in accordance with DIS' authority under chapter 43.105 RCW. The DIS is contributing \$75,000 based on the deliverables in Schedule A. E2C / Earth 911 is contributing the following infrastructure and value proposition:

Technology Asset	Reusability	Hrs to Develop	Total Value	Reusable Value @ WA AMBER Alert
GIS mapping capability to provide maps and routes of abductions	80%	320	\$32,000	\$25,600
Web Page Layouts (assuming 50% reuse)	50%	600	\$60,000	\$30,000
Navigation (assuming similar navigation as Earth911)	80%	100	\$10,000	\$8,000
User Interfaces (requires adding/changing/deleting fields and some customization)	50%	100	\$10,000	\$5,000
Localization by zip code, county, city, state	100%	240	\$24,000	\$24,000
Popular Data Search Caching based on usage	80%	480	\$48,000	\$38,400
Distance calculation algorithm(radius search procedure)	100%	720	\$72,000	\$72,000
Variety of stored procedures for standard functions	80%	600	\$60,000	\$48,000
Tracking mechanism for reporting & archiving the data	100%	480	\$48,000	\$48,000
Voice recording UI that works in concert with the IVR(SNT) to record a file and place the file in the correct folder and flag the database that the file has been recorded and when	100%	400	\$40,000	\$40,000
Photo uploading and resizing application/process	100%	240	\$24,000	\$24,000
XML web-service to share content	75%	240	\$24,000	\$18,000
Parameter driven XML searches	90%	320	\$32,000	\$28,800
Process to opt-in for a service and be alerted (will likely want to increase functionality to include PDAs, etc)	30%	320	\$32,000	\$9,600
Text to speech implementation	50%	320	\$32,000	\$16,000
Although we did not include a hotline in the scope:				
Phone system's ANI information(Caller-id used to determine the callers origin) and messaging are portable(within SNT)	100%	240	\$24,000	\$24,000
Mirrored phone system	50%	480	\$48,000	\$24,000
			\$620,000	\$483,400